

Claims

1. A solid, oral tooth whitening composition comprising more than 75% by weight of solid materials, said composition comprising:

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- (a) a chewing gum or confectionary base,
- (b) conventional chewing gum or confectionary additives,
- (c) a tooth whitening agent comprising calcium pyrophosphate present in an amount of between 0.5% and 9% by weight of the composition, excluding any coating

10 compositions.

2. The composition according to claim 1 in which said calcium pyrophosphate is present in an amount of between 3% and 8%, preferably between 4.5% and 7.5 %, even more preferably between 5.5% and 7 %, by weight of the composition,

15 excluding any coating compositions.

3. The composition according to claim 1 formulated as a chewing gum composition in which said gum base constitutes from 10% to 99%, particularly from 15% to 80%, preferably 25% to 60 % by weight of the composition.

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4. The composition according to claim 1 in which said gum base comprises one or more of the following; natural or synthetic elastomeric compounds, natural or synthetic resin compounds, fillers, softening compounds, antioxidants and colorants.

5. The composition according to claim 1 formulated as a confectionary composition in which said confectionary base constitutes from 0% to 99%, particularly from 15% to 98%, preferably 30% to 97% by weight of the composition.

5 6. The composition according to any of the preceding claims in which said conventional chewing gum or confectionary additives comprise one or more of the following ingredients: sweeteners, high intensity sweeteners, taste enhancers, flavouring agents, colouring agents.

10 7. The composition according to any of the preceding claims in which said composition is essentially sugar-free.

8. The composition according to any of the preceding claims comprising one or more additional tooth whitening agents.

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9. The composition according to claim 8 in which said additional tooth whitening agent(s) is/are present in between 0.01% and 10.0%, more particularly between 0.1 and 2.0%, preferably between 0.25% and 1.0% by weight of the composition, excluding any coating.

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10. The composition according to claim 8 or 9 in which said additional tooth whitening agent comprises a bicarbonate salt.

11. The composition according to claim 10 in which said additional tooth whitening

agent comprises sodium bicarbonate, said agent being present in between 0.3% and 0.4% by weight of the compositions excluding any coating.

12. The composition according to any of the preceding claims in which said additives and/or tooth whitening agents are encapsulated.
13. The composition according to any of the preceding claims further comprising one or more of the following: oral hygiene promoting agents, anti-calculus agents, anti-microbial agents, anti-inflammatory agents, desensitising agents, therapeutically active agents, remineralising agents.
14. The composition according to any of the preceding claims further comprising a supplement.
15. 15. The composition according to claim 14 in which said supplement comprises vitamin C.
16. The composition according to claim 13 in which the oral hygiene promoting agent comprises urea, said urea being present in between 0.15% and 25%, particularly between 0.4% and 10%, preferably between 0.8% and 5%, even more preferably between 1.5 % and 2.5% by weight.
17. A use of a composition according to any of the preceding claims to whiten tooth surfaces.

18. A use of a composition according to claims 1-16 to whiten tooth surfaces, said tooth surfaces being discoloured after use of tobacco-related products.

5 19. A use of a composition according to any of the claims 1-16 to whiten tooth surfaces, said tooth surfaces being discoloured after use of coffee-related products.

20. A method of whitening tooth surfaces by consuming a solid, oral tooth whitening composition according to any of claims 1-16.

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21. A method of whitening tooth surfaces by consuming a solid, oral tooth whitening composition according to claims 1-16, said tooth surfaces being discoloured after use of tobacco-related products.

15 22. A method of whitening tooth surfaces by consuming a solid, oral tooth whitening composition according to any of the claims 1-16, said tooth surfaces being discoloured after use of coffee-related products.